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# EXHIBIT 4



*Strictly Slots*  
presents

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# Best of Slots

## Our 2<sup>nd</sup> annual rundown of the slot machine elite

**W**elcome to our second annual "Best of Slots" reader's survey, where the winners are chosen not by a panel of editors or gaming executives, but by you, the real-life, casino-hopping slot player. Several months ago, we mailed an extensive ballot to *Strictly Slots* readers, asking them to fill in their favorite games, hotels, restaurants and entertainment—all the things they go to a casino for. What we received back was a remarkably diverse list from players in all parts of the country, that if nothing else reveals that slot players are very definitive when it comes to choosing their favorites.

After computerizing the stacks of ballots that literally flooded our offices for weeks, we compiled the top five winners in each of the following regions: Atlantic City, Las Vegas, Laughlin, Reno/Tahoe, Tunica, the Gulf Coast (including New Orleans), riverboat casinos and Native American casinos. We also divided the slot categories into the three most obvious divisions: reel slots, video slots and video poker.

If all this sounds a bit familiar to you, it could be because you've read our annual "Best of Gaming" awards for the past eight years in *Casino Player*, our sister publication, where we conduct a similar annual reader's survey. But don't assume that the answers are too closely related, though there are some obvious consistencies. *Strictly Slots* readers have some very different opinions than *Casino Player* readers, as you'll see in the results that follow. As an example, whereas both sets of readers give Harrah's casinos top marks for service-related categories, *Strictly Slots* readers clearly favor the Isle of Capri in Biloxi over most casinos on the Gulf Coast.

This survey reveals some extremely important information to all of us—not just to slot players, but to the casino industry as a whole. Understanding what players want, and where they feel they're getting the biggest bang for their bucks, is something every casino executive needs to be aware of (particularly those in the slot department). The better casinos understand this and take action as their customers demand, the more customer loyalty they can expect.

As in last year's survey, the current list clearly shows that value, service and comfort are the touchstones for today's slot players. In the old days, casino operators assumed that players wanted glitz and glamour; and while that remains true to a certain degree, most people now associate that type of experience with "high rollers" or being "uncomfortable." Just as even the best restaurants have become considerably more casual, so too have the casinos. With gambling joints around every corner and gaming well on its way to becoming America's favorite pastime, players want to be relaxed and informal. They want the casino staff to be warm and friendly, not cold and distant. And, of course, they want some bargains and jackpots thrown in along the way. Why bother to get dressed up? Let's just take it easy for a while. That's what today's slot player has to say.

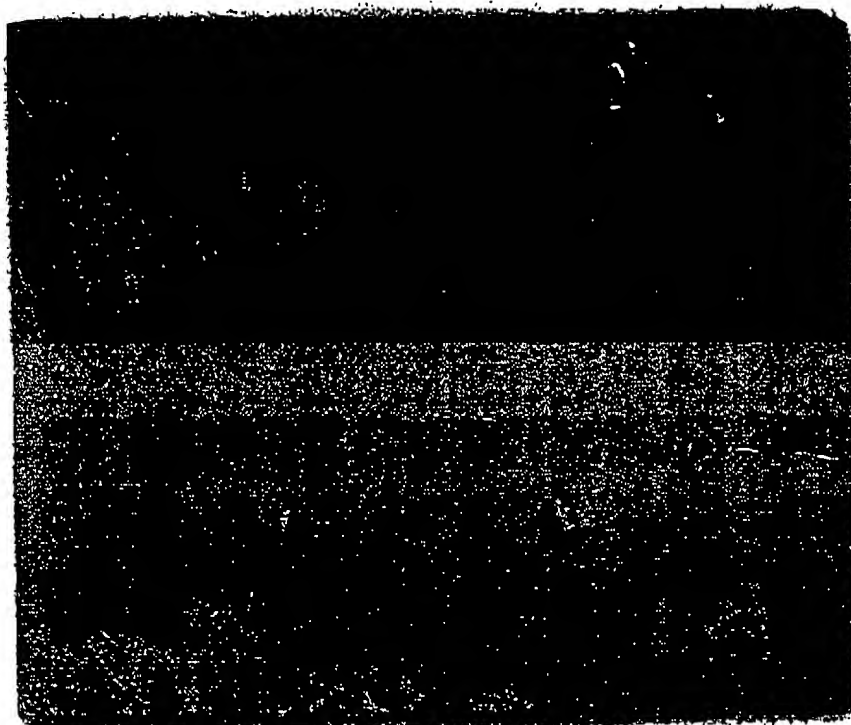
We slot players are an interesting bunch. We all have our peculiar superstitions, our unique beliefs, even the special way we hit the button when we're on a roll. But one thing we all have in common is that we know what we're up against. We're not so foolish to think we're going to come out a winner every time we enter a casino. That's why we take advantage of the system the casinos offer us. We get our comps and cashback, play on triple point days, collect our free gifts and enter all promotions. We stay close to our host, knowing they're our most important ally in getting rooms and show tickets. We measure out our budgets (responsibly, of course) and keep the casinos begging us to come back. And why shouldn't we? That's the game, and that's how it's played. We're not doing anything more than buying into a reciprocal system that the casinos themselves have created. After that, the rest comes down to personal preference.

So having said all that, let's get on with the survey, and see precisely what those preferences are.

  
Adam Fine  
Editor-in-Chief

## Best of Slots '02

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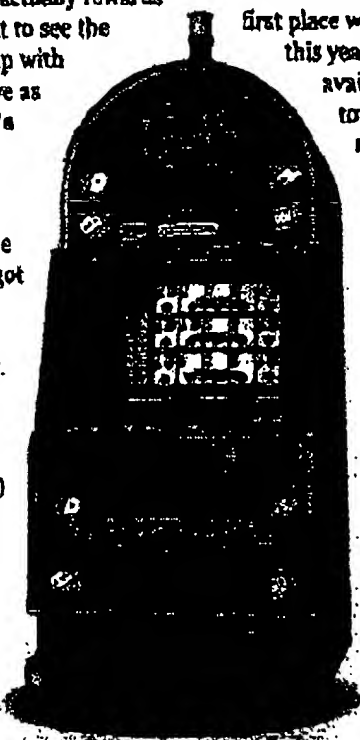


Readers praised Ripley's Believe It Or Not as the year's Most Innovative Video Slot

### Most Innovative Video Slot

We love Mikohn's version of Ripley's Believe It Or Not because it gives us the chance to prove we're know-it-alls. As the first game that actually rewards for trivia, we can't wait to see the machines they come up with next. And as innovative as games like Monopoly's Money Grab may be, those two versions of Battleship (also by Mikohn, one where the ships fire back) have got to be the most engrossing bonus games in the industry.

- ① Ripley's Believe It Or Not (Mikohn)
- ② Monopoly (WMS)
- ③ Battleship (Mikohn)
- ④ The Price Is Right (IGT)
- ⑤ Hollywood Squares (WMS)



### Video Poker

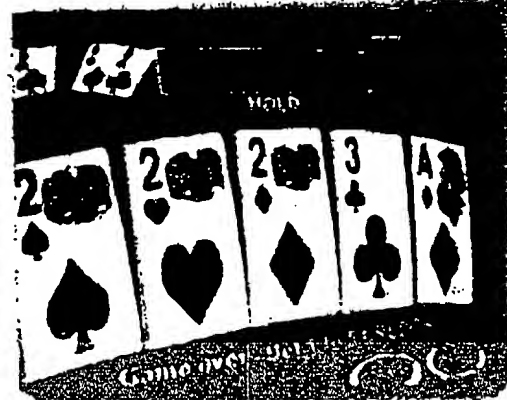
#### Best Video Poker Game

It was close, but Deuces Wild took first place with video poker players this year. With all the variations available, Deuces can be a tough game—but for real mastery, use Bob Dancer Presents Win Poker video software, and only play the NSU (Not So Ugly) version.

- ① Deuces Wild (IGT)
- ② Jacks or Better (IGT)
- ③ Double Bonus (IGT)

#### Best Video Poker Variation

They're all the way up to Hundred Play video poker now, but people still prefer the traditional (and revolutionary, when it



first hit the casino scene a few years ago) Triple Play.

- ④ Triple Play (IGT)
- ⑤ Fifty Play (IGT)
- ⑥ Pick 'Em Poker (IGT)

#### Best New Video Poker Game

Not the easiest game to figure out, but a heck of a lot of fun to play. Spin Poker is probably the only game that has thus far managed to capture some sort of thrill that appeals to both video poker and slot players—no easy task.

- ⑦ Spin Poker (IGT)
- ⑧ Chase The Royal (IGT)
- ⑨ Austin Powers (IGT)

